

# THE CURRICULUM

Sun, June 28 SEA	Mon, June 29 SEA	Tue, June 30 SEA	Wed, July 1 SEA	Thu, July 2 SEA	Fri, July 3 Circle Day
	Yoga & Meditation 7:15–8:00	Yoga & Meditation 7:15–8:00	Biosphere Lab Lungau Excursion 7:00 Bus Transfer	Yoga & Meditation 7:15–8:00	Yoga & Meditation 7:15–8:00
	Customer Value Proposition 9:00–12:30	Pricing I: Understanding Value 9:00–10:30	Workshop 1 Deal-Making: From the NDA to the Commercial Agreement or Workshop 2 Scaling up Teams & the Role of Emotional Intelligence 9:30–11:00	How to Negotiate the Best Deal 9:00–10:30	Circle Challenge Design Thinking & Creativity Group-work 9:00–11:00
		Pricing II: Capturing Value 10:50–12:30	Workshop 3 Manage and be Managed as a Technology Vendor or Workshop 4 Work on Your Story 11:20–13:00	How Does Leadership Evolve from a Startup to a Grown-Up Enterprise 10:50–12:30	Highlights & Lowlights of Circle Startups 11:00–13:00
Registration and Lunch at the Castle of Urstein 13:00–15:00					
Welcome Innovation Gym & Speeddating 15:00–17:00	Tell Your Story 14:00–15:00	How Investors Think & How to Create Successful Boards 14:00–16:00	How to Manage Sales During the Startup Lifecycle 14:00–16:00	Executive Challenge 14:00–17:30	Emotional Intelligence 14:00–15:30
Dinner 18:00–19:00	Business Model Canvas Group Pitch 15:10–17:00	Structure of an Effective Investment Proposal 16:20–17:40	How to be Successful in Business with Different Cultures 16:20–18:00		How to Create and Defend Intellectual Property 15:40–17:00
Business Strategy & Model 19:00–21:30	Go-to-Market Strategy 17:20–19:30	Startup Investment Case Study 17:40–18:30	Dinner at the Preber Lake 18:00–19:30	Salzburg Startup Pitch & Presentation 18:30–20:00	Panel & Keynote 17:20–19:30
Drinks at the Castle 21:30–23:00	Dinner and Capture Your Learnings 19:30–21:30	Dinner 19:00–20:00	Bus Transfer to the Castle 19:30–21:00	BBQ Night with Salzburg Startups 20:00–23:00	Dinner 19:30–20:30
		Visit of the Salzburg Festival 20:30–23:00			Drinks at the Red Bull Hangar-7 21:00–23:00